

	<b>9:8</b> Use Headings in the Appropriate HTML Order	Use <H1-H3> headings in the appropriate HTML order.
<p><a href="#">Chapter 10: Links</a></p> <p>Linking means that users will select and click on a hypertext link on a starting page (usually the homepage), which then causes a new page to load. Users continue toward their goal by finding and clicking on subsequent links.</p> <p>To ensure that links are effectively used, designers should use meaningful link labels (ensuring that link names are consistent with their targets), provide consistent clickability cues (avoiding misleading cues), and designate when links have been clicked.</p> <p>Whenever possible, designers should use text for links rather than graphics. Text links usually provide much better information about the target than do graphics and</p>	<b>10:1</b> Provide Consistent Clickability Cues	Provide sufficient cues to clearly indicate to users that an item is clickable.
	<b>10:2</b> Avoid Misleading Cues to Click	Ensure that items that are not clickable do not have characteristics that suggest that they are clickable.
	<b>10:3</b> Use Text for Links	Use text links rather than image links.
	<b>10:4</b> Use Meaningful Link labels	Use link labels and concepts that are meaningful, understandable, and easily differentiated by users rather than designers.
	<b>10:5</b> Match Link Names with Their Destination Pages	Make the link text consistent with the title or headings on the destination (i.e., target) page.
	<b>10:6</b> Ensure that Embedded Links are Descriptive	When using embedded links, the link text should accurately describe the link's destination.
	<b>10:7</b> Repeat Important Links	Ensure that important content can be accessed from more than one link.
	<b>10:8</b> Designate Used Links	Use color changes to indicate to users when a link has been visited.
	<b>10:9</b> Link to Related Content	Provide links to other pages in the Web site with related content.
	<b>10:10</b> Link to Supportive Information	Provide links to information that supports your content.
	<b>10:11</b> Use Appropriate Text Link Lengths	Make text links long enough to be understood, but short enough to minimize wrapping.